

**Appln No. 09/931,575**  
**Amdt date August 1, 2007**  
**Reply to Office action of May 2, 2007**

### **REMARKS/ARGUMENTS**

Claims 1-26 were pending in this application when last examined by the Examiner. Claims 1, 6, 7, 17 and 24 have been amended. Claim 27 has been added. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. Applicant respectfully requests reconsideration and an early indication of allowance of the now pending claims 1-27.

Claims 1-3, 6, 8, 10-14, 17-19 and 22 are rejected under 35 U.S.C. 102(a) as being anticipated by Shoff et al. (U.S. Publication No. 2001/0001160 A1). Claims 4, 5, 20 and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoff et al. in view of Stewart et al. (U.S. Patent No. 6,414,635). Claims 7 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoff et al. in view of Barton et al. (U.S. Patent No. 6,233,389). Claims 15, 25 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shoff et al. in view of Barton et al. and further in view of Official Notice. Claim 16 is rejected under 35 U.S.C. 103(a) as being unpatentable over Shoff et al. in view of Official Notice. Claims 23 and 24 are rejected under U.S.C. 103(a) as being unpatentable over Shoff et al. in view of Lobb et al. (U.S. Patent No. 6,699,127). Applicant respectfully traverses these rejections.

Claim 1 has been amended to recite "identifying by the server system what different types of local devices are to provide interactivity with the interactive content; selecting by the server system a plurality of different base software programs for the identified types of local devices," and "transmitting by the server system over a data communications network the plurality of selected base software programs to the plurality of different types of local devices based on the identified types." (Emphasis added). Support for these recitations may be found on page 8, lines 19-24 and page 11, lines 5-15. Shoff fails to teach or suggest these limitations.

Although Shoff discloses one embodiment where a set top box receives supplemental content (see, par. 29, FIG. 2) and another embodiment where a computer receives the supplemental content (see, par. 46, FIG. 4), nothing in Shoff teaches or suggests that a server system takes the affirmative action of identifying what type of local devices are to provide

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interactivity with an interactive content, and transmitting different data, much less, the claimed "different base software program," based on that affirmative determination.

The Examiner contends that different software is used in Shoff for displaying the content for a television screen versus a computer screen. (Office action, p. 3, first. par.). However, whatever software that may be used in Shoff for displaying Shoff's supplemental content is not "transmitt[ed] by the server system over the data communication network . . . based on the identified type." In fact, the only software disclosed in Shoff for causing the display of the supplemental content is web browser software. This web browser software is described to be used for both the television embodiment as well as the computer embodiment. (See, 0035; 0054).

The Examiner contends that Shoff discloses "embedded control information with formatting specifications indicating how a document is to be rendered by the browser." (Office action, p. 3, first. par.) However, Shoff's embedded control information is not the claimed "software program" because nothing in Shoff teaches or suggests that such information differs depending on whether the display is on a television or a computer monitor. In fact, for both embodiments, Shoff teaches the use of HTML tags to define the display layout of the supplemental content. (See, par. 0037, 0081, 0085, 0087).

Furthermore, the embedded control information disclosed in Shoff is not the claimed "software program" because such control information is not "configured to receive and interpret messages from the server system for providing interactivity with the interactive content in accordance with requirements associated with the type of local device." Accordingly, claim 1 is now in condition for allowance.

Claims 2-26 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain.

Claim 27 is new in this application. Claim 27 recites a system for enhancing a broadcast event comprising a plurality of different types of local devices, and a server system in communication with the plurality of different types local devices over a data communications network. Claim 27 requires that the "server system" be configured to: "provide interactive

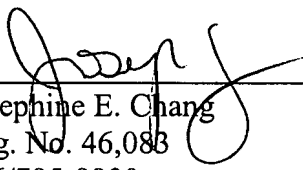
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content associated with a broadcast event to the plurality of different types of local devices configured to store the interactive content; identify what different types of local devices are to provide interactivity with the interactive content; select a plurality of different base software programs for the identified types of local devices; transmit over the data communications network the plurality of selected base software programs to the plurality of different types of local devices based on the identified types; and during the broadcast event, provide to the plurality of different types of local devices over the data communications network messages that identify the content and cause the local devices to display the stored content locally, wherein each of the plurality of selected base software programs are configured to receive and interpret the messages from the server system for providing interactivity with the interactive content in accordance with requirements associated with the type of local device." Shoff fails to teach or suggest all of these limitations. Accordingly, claim 27 is in condition for allowance.

In view of the above amendments and remarks, reconsideration and an early indication of allowance of the now pending claims 1-27 are respectfully requested.

Applicant submits herewith a copy of a Substitution of Attorney form filed for this application on December 19, 2006. Applicant respectfully requests that all future correspondence be directed to the undersigned at the address indicated in the Substitution of Attorney form.

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By   
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Encl. Copy of Substitution of Attorney  
JEC/alt

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PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : See attached  
Application No. : See attached  
Title : See attached  
Docket No. : See attached

Confirmation No. N/A

**ASSIGNEE'S SUBSTITUTION OF ATTORNEY WITH  
CHANGE OF ADDRESS FOR CORRESPONDENCE  
BY ASSIGNEE**

Commissioner for Patents  
P.O.Box 1450  
Alexandria, VA 22313-1450

Commissioner:

GoldPocket Interactive, Inc., assignee of the entire interest in and to each of the above-identified U.S. patent applications, identified on Exhibit A attached, hereby revokes all previous Powers of Attorney and appoints the practitioners associated with the

**CUSTOMER NUMBER 23363**

of the firm CHRISTIE, PARKER & HALE, LLP, telephone (626) 795-9900, as principal attorneys with power to appoint associate attorneys, to prosecute these applications and any subsequent applications based on the disclosure of these applications, and to transact all business in the Patent and Trademark Office connected with this application and any subsequent application.

The authority under this Power of Attorney of each person identified by Customer Number 23363 shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to the firm.

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**Application No. 09/899,827**

Please direct all correspondence to **CUSTOMER NUMBER 23363**. Direct all telephone calls to Josephine E. Chang at 626/795-9900, **CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068, Pasadena, California 91109-7068**.

GoldPocket Interactive, Inc.

By

Chris King  
NAME: Chris King

TITLE: Secretary

JEC/rjl

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**EXHIBIT A**

Docket No.	Application No.	Filing Date	Title	Reel/Frame	Recorded
G476:58849	09/899,827	7/6/2001	System and Method for Creating Interactive Events	012456/0986	1/08/2002
G476:58850	09/931,575	08/16/2001	System and Method for Providing Interactive Content to Multiple Platforms	012431/0113	1/04/2002
G476:58848	09/804,815	3/13/2001	System and Method for Operating Internet-Based Events	012489/0353	1/15/2002
G476:58851	09/931,590	8/16/2001	System and Method for Recording and Playing Back Interactive Content During a Broadcast Event	012453/0220	1/07/2002
G476:58853	10/142,756	5/09/2002	System and Method for Coordinating Interactive Television Programs	013209/0885	8/19/2002

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